

2008

Editorial Calendar

MONTH	HIGHLIGHTS	AD CLOSE	MATERIALS DUE	MAIL DATE	BONUS SHOW DISTRIBUTION
January	Changing Channels	11.29.07	12.6.07	12.27.07	Toronto, Dallas Atlanta, Tupelo
February	Green, Green World	12.27.07	1.3.08	1.23.08	Las Vegas New York
Sally	Special Issue on Sally the Consumer	1.25.08	2.1.08	2.20.08	
March	Managing Markets	2.19.08	2.26.08	3.14.08	
April	Marketing Mania	3.5.08	3.12.08	3.31.08	High Point
May	Private Parties	4.1.08	4.8.08	4.25.08	
June	The Mistaken World	4.30.08	5.7.08	5.27.08	Dallas
July	Hard Knock Life	6.2.08	6.9.08	6.27.08	
August	E-Commerce	6.26.08	7.3.08	7.23.08	Las Vegas New York
September	The World of Finance	7.30.08	8.6.08	8.25.08	
Look Book	Special Retail Look Book Issue	8.29.08	9.5.08	9.25.08	
October	Store Operations	9.19.08	9.26.08	10.15.08	High Point
November	Sourcing in a Complicated World	10.6.08	10.13.08	10.31.08	
December	2009 State of the Industry Forecast Newsmaker of the Year	10.31.08	11.7.08	11.27.08	
Big Black Book	All Industry Directory	11.21.08	11.28.08	12.21.08	Bonus Mailed Circulation 10,000 Buyers & Designers

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Special ISSUES

**Sally.
A Consumer
Report.**

**Retail
Look Book**

Big Black Book

“Advertising is totally unnecessary.”
Unless you hope to make money. — *Jef I. Richards/Knight*